BENSON & HEDGES
because quality matters

2061035510

Mr. John Extralongname
The Extralongname Company
Suite 11A, 5th Floor
1234 Main Street
Hometown, New York 99999

4/17

Dear Mr. Extralongname:

You recently indicated that from time to time you look to Benson & Hedges for your smoking pleasure, and that tells us something about you.

Because we appreciate your good taste, we cordially invite you to become a Charter Member of the Benson & Hedges Privileges Club.

The Benson & Hedges Privileges Club is a "Thank You" for persons like you who make Benson & Hedges a preeminent choice wherever quality is prized.

Therefore, the many "Benson & Hedges Privileges Club" benefits and services come to you wholly without charge:

Through Privileges Magazine Benson & Hedges will alert you to ideas, products, and trends which you'll enjoy knowing about--as well as special "Subscriber Only" offers.

Through a Member's Service Guide listing establishments nationwide that will serve you as you eat out, need lodging or require transportation--with coupons worth hundreds of dollars.

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Source: https://www.industrydocuments.ucsf.edu/docs/nqlp0003